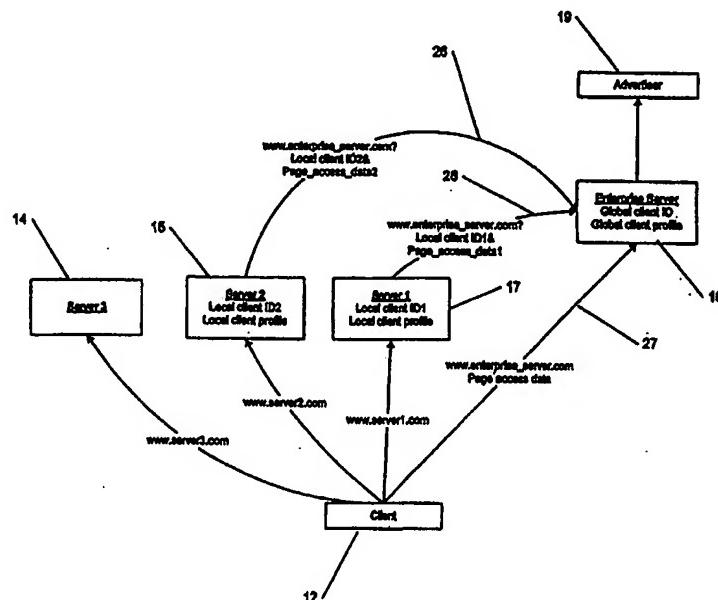




INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁶ : G06F 17/30	A1	(11) International Publication Number: WO 99/44159									
		(43) International Publication Date: 2 September 1999 (02.09.99)									
<p>(21) International Application Number: PCT/US99/04166</p> <p>(22) International Filing Date: 26 February 1999 (26.02.99)</p> <p>(30) Priority Data:</p> <table> <tr> <td>60/076,179</td> <td>27 February 1998 (27.02.98)</td> <td>US</td> </tr> <tr> <td>60/076,404</td> <td>27 February 1998 (27.02.98)</td> <td>US</td> </tr> <tr> <td>Not furnished</td> <td>26 February 1999 (26.02.99)</td> <td>US</td> </tr> </table> <p>(71) Applicant: ENGAGE TECHNOLOGIES [US/US]; 100 Brickstone Square, Andover, MA 01810 (US).</p> <p>(72) Inventor: JAYE, Daniel; 100 Brickstone Square, Andover, MA 01810 (US).</p> <p>(74) Agents: KELLY, Edward, J. et al.; Foley, Hoag & Eliot, LLP, One Post Office Square, Boston, MA 02109 (US).</p>		60/076,179	27 February 1998 (27.02.98)	US	60/076,404	27 February 1998 (27.02.98)	US	Not furnished	26 February 1999 (26.02.99)	US	<p>(81) Designated States: AU, CA, JP, KR, European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).</p> <p>Published <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i> </p>
60/076,179	27 February 1998 (27.02.98)	US									
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Not furnished	26 February 1999 (26.02.99)	US									

(54) Title: SYSTEM AND METHOD FOR BUILDING USER PROFILES



(57) Abstract

A computer apparatus and a method are described for establishing a global interest profile of a user. At least one local server and an enterprise server communicate with the user via a communication channel. The local server assigns a local ID to the user. The enterprise server assigns to the user a global ID and links the local ID and local user information with the global ID to form a global interest profile of the user. The identity of the users is not shared between servers, thereby maintaining the privacy of the user. Also described is a method for forming and updating user profiles that operates incrementally and in real time.